

## Message Text

UNCLASSIFIED

PAGE 01 QUITO 01783 01 OF 04 172316Z  
ACTION ARA-10

INFO OCT-01 EB-08 ISO-00 /019 W  
-----180009Z 095130 /14

R 172233Z MAR 77  
FM AMEMBASSY QUITO  
TO USDOC WASHDC  
SECSTATE WASHDC 3584  
INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 1 OF 4 QUITO 1783

PASS WASHINGTON COMMERCIAL ACTION GROUP

FY 1978 C.C.P. ECUADOR

E.O. 11652: N/A  
TAGS: BEXP, BENC, EC  
SUBJECT: DRAFT OF SECTIONS II, III AND IV OF THE FY 1978 COUNTRY  
COMMERCIAL PROGRAM FOR ECUADOR

REF: STATE 292385; STATE 306708

SECTION II - PERSONNEL RESOURCE LIST

1.0 ECONOMIC/COMMERCIAL PERSONNEL

1.1 GENERAL PROGRAM

AMEMBASSY QUITO

- FSO-3: EC OFFICER - EDWARD M. COHEN, COUNSELOR  
FOR ECONOMIC AND COMMERCIAL AFFAIRS
- FSR-5: E/C OFFICER - ROBERT H. BATEMAN, COMMERCIAL ATTACHE
- FSO-5: E/C OFFICER - (TO BE DESIGNATED), FINANCE  
AND PETROLEUM OFFICER

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- FSO-7: E/C OFFICER - RICHARD T. HEFFERN, TRADE  
PROMOTION OFFICER
- FSO-8: ROTATIONAL OFFICER - RICHARD BEHREND (TO BE  
DESIGNATED)
- FSS-9: SECRETARY (TO BE DESIGNATED)
- FSL-11: COMMERCIAL ASSISTANT - ROBERTO M. CORTEZ
- FSL-5: SECRETARY - NADYA ORDONEZ

- FSL-5: CLERK-TYPIST - CATALINA ROSALES

AMCONSULATE GENERAL GUAYAQUIL

- FSO-5: E/C OFFICER (TO BE DESIGNATED)
- FSL-10: COMMERCIAL ASSISTANT - BOLIVAR GARAICOA
- FSL-8: COMMERCIAL ASSISTANT - WELLINGTON GALLARDO
- FSL-7: SECRETARY - CARMEN PUYOL

1.2 TRADE CENTER PERSONNEL  
NONE

2.0 CONTRIBUTORY PERSONNEL

AMEMBASSY QUITO

- PUBLIC AFFAIRS OFFICER - (TO BE DESIGNATED)
- AGRICULTURAL ATTACHE - (TO BE DESIGNATED)
- CHIEF MILITARY LIAISON OFFICE - (TO BE DESIGNATED)

SECTION III - CAMI  
IGN DEVELOPMENT

CAMPAIGN NUMBER 1 PRIORITY RANK 2  
CAMPAIGN TITLE: FOOD PROCESSING MACHINERY & EQUIPMENT  
CAMPAIGN MANAGERS: RICHARD T. HEFFERN (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

OBJECTIVE AND RATIONALE: FOOD PROCESSING IS STILL IN  
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AN EARLY STAGE OF DEVELOPMENT IN ECUADOR. AS AGRICULTURAL PRODUCTION INCREASES AND DIVERSIFIES, MORE FARM PRODUCTS WILL BE AVAILABLE FOR PROCESSING, BOTH FOR THE DOMESTIC MARKET AND FOR EXPORT. PLANT AND EQUIPMENT, OUTSIDE OF A VERY FEW LARGE FIRMS, IS GENERALLY ANTIQUATED AND/OR INCONVENIENTLY LOCATED. THERE ARE NO CANNING FACILITIES IN THE SIERRA, FOR EXAMPLE; CANS MUST BE BOUGHT IN GUAYAQUIL, FROM A PLANT SET UP TO MAKE CANS FOR THE FISHING INDUSTRY, AND TRANSPORTED TO QUITO AT A VERY HIGH UNIT COST. A USDOC TECHNICAL SALES SEMINAR OR A USDOC OR IOGA TRADE MISSION WOULD BE AN APPROPRIATE PROMOTIONAL VEHICLE TO PENETRATE THIS MARKET.

CAMPAIGN ACTIONS	CUMULATIVE MILESTONES
	DEC. MAR. JUN. SEPT.
	31 31 30 30

1. WITH USIS ASSITANCE, PREPARE

SPECIAL ISSUE OF COMMERCIAL  
BULLETIN DEVOTED TO FOOD  
PROCESSING (Q) X

2. PROMOTE ECUADOREAN ATTENDANCE  
AT APPROPRIATE TRADE SHOWS.  
ORGANIZE FOREIGN BUYERS  
GROUP(S) IF POSSIBLE (Q,G) X X X X

3. ENCOURAGE VISIT OF USDOC  
OR IOGA TRADE MISSION (Q) X X

4. PREPARE VOLUNTARY WTDRS AS  
APPROPRIATE ON LEADING FIRMS  
IN SECTORS THAT ARE NOT  
ALREADY COVERED (Q,G) 2 3 5 7

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5. PROVIDE SUPPORT FOR TRADE  
MISSION, INCLUDING  
RECEPTION FOR KEY PROS-  
PECTS IN CONNECTION WITH  
TRADE MISSION (  
R ACTUALLY  
SCHEDULED) (Q,G) X

6. PERFORM ADDITIONAL ACTIONS  
AS CALLED FOR UNDER THE  
MAU WORK PROGRAM (SEE  
ANNEX B) (Q,G) X X X X

CAMPAIGN NUMBER 2 PRIORITY RANK 3  
CAMPAIGN TITLE: AGRICULTURAL MACHINERY AND EQUIPMENT (AME)  
CAMPAIGN MANAGERS: RICHARD T. HEFFERN (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

NOTE BY OC/T: NOT PASSED ABOVE ADDRESSEE.

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ACTION ARA-10

INFO OCT-01 EB-08 ISO-00 /019 W

-----180010Z 095259 /14

R 172233Z MAR 77

FM AMEMBASSY QUITO

TO USDOC WASHDC

SECSTATE WASHDC 3585

INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 2 OF 4 QUITO 1783

PASS WASHINGTON COMMERCIAL ACTION GROUP

OBJECTIVE AND RATIONALE: AS THE BOOM MENTALITY BROUGHT ON BY THE DISCOVERY AND EXPLOITATION OF PETROLEUM FADES, MANY ARE COMING TO THE CONCLUSION THAT ECUADOR REMAINS BASICALLY AN AGRICULTURAL COUNTRY. NOT ONLY COULD THE COUNTRY BECOME NEARLY SELF-SUFFICIENT IN FARM PRODUCTS, BUT IT ALSO HAS THE CAPACITY TO BE A LARGER EXPORTER OF NON-TRADITIONAL AGRICULTURAL PRODUCTS. PROVIDED THE ECUADOREAN GOVERNMENT FOLLOWS THROUGH ON ITS PLANS TO GIVE INCREASING FINANCIAL AID AND ENCOURAGEMENT--THE LATTER PRIMARILY IN THE FORM OF AN INTELLIGENT, PRODUCTIVITY--CONSCIOUS APPROACH TO LAND REFORM--CONSIDERABLE INVESTMENT CAN BE EXPECTED TO BE MADE IN THE AGRICULTURAL SECTOR DURING THIS PERIOD. U.S. SUPPLIERS OF AGRICULTURAL MACHINERY AND EQUIPMENT, WHO CURRENTLY CONTROL ABOUT 40 PERCENT OF THE LOCAL MARKET, SHOULD BE ABLE AT LEAST TO HOLD THEIR SHARE OF THE ADDITIONAL BUSINESS THUS GENERATED.

CAMPAIGN ACTIONS	CUMULATIVE MILESTONES			
	DEC.	MAR.	JUN.	SEPT.
	31	31	30	30

1. WITH ASSISTANCE OF  
 AGRICULTURAL ATTACHE  
 DEVOTE ISSUE OF COMMERCIAL  
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BULLETIN TO AGRICULTURAL  
 MACHINERY AND EQUIPMENT (Q) X

2. PROMOTE ECUADOREAN ATTENDANCE  
 AT APPROPRIATE U.S. TRADE  
 SHOWS. ORGANIZE FOREIGN  
 BUYERS GROUPS(S) IF POSSIBLE  
 (Q,G) X X X X

3. UPDATE PIMS ON AGRICULTURAL  
 MACHINERY AND EQUIPMENT (Q,G) X

4. WITH ASSISTANCE OF USIS,  
PLACE ARTICLES ON U.S. AME  
IN LOCAL PRESS AND TRADE  
PUBLICATIONS (Q) 1 2 3 4

5. PROMOTED VISIT OF USDOC OR  
IOGA TRADE MISSION OR  
TECHNICAL SALES SEMINAR  
(Q,G) X

6. PROVIDE SUPPORT FOR MISSION  
OR SEMINAR MEMBERS,  
INCLUDING RECEPTION FOR  
TOP BUSINESS AND GOVERN-  
MENT LEADERS IN AGRICUL-  
TURAL SECTOR (Q,G) X

7. SUBMIT VOLUNTARY WTDRS  
AS NECESSARY (Q,G) 2 3 5 7

8. PERFORM ADDITIONAL ACTIONS  
AS CALLED FOR UNDER MAU  
WORK PROGRAM (SEE ANNEX B) X X X X

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CAMPAIGN NUMBER 3 PRIORITY RANK 4

CAMPAIGN TITLE: CONSTRUCTION MACHINERY AND EQUIPMENT

CAMPAIGN MANAGERS: ROBERT H. BATEMAN (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

OBJECTIVE AND RATIONALE: WHILE THE CONSTRUCTION INDUSTRY  
IN ECUADOR, OUTSIDE OF CONSTRUCTION INVOLVED IN MAJOR  
PROJECTS, IS NO LONGER IN WHAT CAN PROPERLY BE CALLED  
BOOM CONDITIONS, IT IS STILL VERY ACTIVE. A LIMITING  
FACTOR HAS BEEN THE LOCAL SHORTAGE, AT TIMES SEVERE, OF  
CEMENT. THE INDUSTRY IS BECOMING INCREASINGLY SOPHIS-  
TICATED, AND FOR THAT REASON AN EMPAHSIS IN OUR PROMOTION  
IN THIS AREA SHOULD BE ON FINISHING EQUIPMENT, FOR WHICH  
THERE IS A DEFINITE NEED. SINCE WE ESTIMATE THAT THE  
CEMENT SHORTAGE WILL BE SUBSTANTIALLY ALLEVIATED BY  
FY 1978, THIS WOULD BE AN OPPORTUNE TIME TO HAVE A  
PROMOTIONAL EVENT SUCH AS A USDOC OR IOGA TRADE MISSION.  
THE CHAMBERS OF CONSTRUCTION OF QUITO (WHICH IS PARTICULARLY  
ACTIVE) AND GUAYAQUIL CAN HELP US FOCUS IN DETAIL ON  
INDUSTRY NEEDS.

CAMPAIGN ACTIONS CUMULATIVE FULESTONES

DEC. MAR. JUN. SEPT.

31 31 30 30

1. VISIT CHAMBER OF CONSTRUCTION

(Q,G) X X X X

2. PROMOTE VISIT OF IOGA TRADE

MISSION (Q) X

3. PREPARE SPECIAL ISSUE OF

POST'S COMMERCIAL

BULLETIN DEVOTED TO

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CONSTRUCTION INDUSTRY (Q) X

4. PROVIDE SUPPORT FOR TRADE

MISSION, INCLUDING

RECEPTION FOR KEY

PROSPECTS (Q,G) X

5. PROMOTE ECUADOREAN

ATTENDANCE AT APPROPRIATE

U.S. TRADE SHOWS. ORGAN-

IZE FOREIGN BUYERS

GROUPS IF POSSIBLE (Q,G) X X X X

6. SUBMIT VOLUNTARY WTDRS, AS

NECESSARY, ON LEADING

FIRMS IN SECTOR THAT

ARE NOT ALREADY COVERED

(Q,G) 2 3 4 5

7. WITH ASSISTANCE OF USIS,

PLACE IN LOCAL PRESS

AND TRADE PUBLICATIONS

ARTICLES ON LATEST

DEVELOPMENTS IN U.S.

CONSTRUCTION EQUIP-

MENT INDUSTRY. (Q) 1 2 3 4

8. PERFORM ADDITIONAL

ACTIONS AS CALLED FOR

UNDER MAU WORK PROGRAM

(SEE ANNEX B) (Q,G) X X X X

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ACTION ARA-10

INFO OCT-01 EB-08 ISO-00 /019 W  
-----180011Z 095492 /14

R 172233Z MAR 77  
FM AMEMBASSY QUITO  
TO USDOC WASHDC  
SECSTATE WASHDC 3586  
INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 3 OF 4 QUITO 1783

PASS WASHINGTON COMMERCIAL ACTION GROUP

FY 1978 C.C.P. ECUADOR

OBJECTIVE AND RATIONALE: THE METALWORKING INDUSTRY IN ECUADOR IS IN AN INFANT STAGE. HOWEVER, BY FY 1978 WE EXPECT IT TO BEGIN TO MAKE STRIDES. THE ELEMENT PROVIDING THE MAJOR IMPULSE FOR SUCH DEVELOPMENT IS THE INTENTION OF THE ECUADOREAN GOVERNMENT -IN ACCORDANCE WITH ANCOM INDUSTRIAL ASSIGNMENTS- TO BEGIN EITHER THE ASSEMBLY OR PRODUCTION OF CERTAIN TYPES OF PASSENGER VEHICLES AND TRUCKS. THE GOVERNMENT IS LIKELY TO REQUIRE THAT THE VEHICLES HAVE A CERTAIN MINIMUM ECUADOREAN NATIONAL CONTENT. THIS WOULD, IN TURN, REQUIRE THE ESTABLISHMENT OF NEW METALWORKING INDUSTRIES. METALWORKING INDUSTRIES NOT DIRECTLY RELATED TO THE AUTOMOTIVE INDUSTRY CAN BE EXPECTED TO GROW WITH THE GENERAL ECONOMY, AT A RATE OF ABOUT 8 TO 10 PCT PER YEAR. SHOULD THE GOE'S AUTOMOTIVE PLANS TAKE SHAPE BY FY 1978, WE PROPOSE THE FOLLOWING ACTIONS:

CAMPAIGN ACTIONS	CUMULATIVE MILESTONES
	DEC. MAR. JUN. SEPT.
	31 31 30 30

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1. UPDATE MISSION LIST OF METAL-  
WORKING FIRMS (Q,G) X

2. DEVOTE ISSUE OF POST'S  
COMMERCIAL BULLETIN TO  
METALWORKING INDUSTRY (Q) X

3. WITH THE HELP OF USIS,  
PLACE ARTICLES IN  
LOCAL PRESS AND TRADE  
PUBLICATIONS ON U.S.  
METALWORKING INDUSTRY  
AND EQUIPMENT (Q) 1 2 3 4

4. INITIATE OR UPDATE MARKET  
RESEARCH ON ECUADOREAN  
METALWORKING INDUSTRY  
(Q,G) X

5. PROVIDE SUPPORT, INCLUD-  
ING A RECEPTION FOR  
KEY PROSPECTS, FOR  
USDOC/NMBT METAL-  
WORKING TRADE MISSION  
(Q,G) X

6. SUBMIT VOLUNTARY WTDRS,  
AS NECESSARY, ON KEY  
PROSPECTS. (Q,G) 2 4 6 8

7. PERFORM ADDITIONAL  
ACTIONS AS CALLED  
FOR UNDER THE MAU  
WORK PROGRAM (SEE  
ANNEX B) X X X X

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CAMPAIGN NUMBER 5 PRIORITY RANK 7  
CAMPAIGN TITLE: PRINTING AND GRAPHIC ARTS (PGA) EQUIPMENT  
CAMPAIGN MANAGERS: (TO BE DESIGNATED) (QUITO)  
(TO BE DESIGNATED) (:7-6-178))

OBJECTIVE AND RATIONALE: THE ECUADOREAN PGA INDUSTRY  
HAS LONG BEEN THE DOMAIN OF EUROPEAN (PRIMARILY WEST  
GERMAN) AND, MORE RECENTLY, JAPANESE SUPPLIERS.  
PARTLY AS A RESULT, U.S. SUPPLIERS OF PGA EQUIPMENT  
HAVE NOT MADE A PROPER EFFORT TO PENETRATE THIS MARKET,  
WHICH IS GROWING ABOUT 10 PCT PER YEAR. TRADITIONALLY,  
U.S. EQUIPMENT HAS BEEN MORE EXPENSIVE, AND LOCAL  
SERVICE FACILITIES HAVE BEEN LACKING. BUT RECENTLY  
U.S. EQUIPMENT HAS BECOME RELATIVELY MORE COMPETITIVE



IN TERMS OF PRICE, AND WE BELIEVE THAT BY 1978 IS A PARTICULAR OPPORTUNE TIME TO ASSIST U.S. SUPPLIERS IN MAKING A CONCERTED EFFORT IN THIS MARKET. WE BELIEVE THAT A USDOC PGA TRADE MISSION AND A SMALL-SCALE TECHNICAL SEMINAR WOULD BE MAXIMALLY EFFECTIVE PROMOTIONAL VEHICLES.

CAMPAIGN ACTIONS	CUMULATIVE MILESTONES			
	DEC.	MAR.	JUN.	SEPT.
	31	31	30	30

1. WITH ASSISTANCE OF USIS, PLACE ARTICLES IN LOCAL PRESS AND TRADE PUBLICATIONS ON U.S. PGA EQUIPMENT (Q)	1	2	3	4
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2. ARRANGE, THROUGH USIS, THE  
VISIT OF A PGE  
SPECIALIST UNDER USIA'S  
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AMSPEC PROGRAM, TO CONDUCT A TECHNICAL SEMINAR ON U.S. PGE TECHNOLOGY.	X
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3. UPDATE PIMS ON PGE MARKET (Q,G)	X
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4. PROVIDE SUPPORT FOR USDOC TRADE MISSION, INCLUDING RECEPTION FOR KEY PROSPECTS (Q,G)	X
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5. PERFORM ADDITIONAL ACTIONS CALLED FOR UNDER THE MAU WORK PROGRAM (Q,G)	X
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#### SECTION IV - OTHER SPECIAL POST REPORTS

ACTIVITY NO. 1 MAJOR PROJECTS PRIORITY 1

PRIMARY RESPONSIBILITY: (SEE ANNEX A - SECTORAL  
ASSIGNMENTS) (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

DESCRIPTION/JUSTIFICATION: ON THE FINANCIAL BASE

PROVIDED BY THE REVENUES EARNED FROM THE EXPORTATION OF PETROLEUM, AS WELL AS FROM AMPLE LOANS GRANTED BY INTERNATIONAL LENDING INSTITUTIONS, THE GOE HAS EMBARKED ON AN AMBITIOUS AND VARIED PROGRAM OF INFRASTRUCTURE DEVELOPMENT. AS A RESULT OF THE SHEER SIZE OF THESE PROJECTS VIS-A-VIS TOTAL ECONOMIC ACTIVITY, WE FEEL IT NECESSARY TO MAKE MAJOR PROJECTS THE NUMBER ONE PRIORITY IN THIS C.C.P. PRIORITY AREAS INCLUDE HYDROELECTRIC PROJECTS, ROAD AND AIRPORT CONSTRUCTION AND WATER SYSTEMS. ALL OF THESE, WITH THE EXCEPTION OF LESSER ROAD PROJECTS, UNCLASSIFIED

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ACTION ARA-10

INFO OCT-01 EB-08 ISO-00 /019 W  
-----180011Z 095715 /14

R 172233Z MAR 77  
FM AMEMBASSY QUITO  
TO USDOC WASHDC  
SECSTATE WASHDC 3587  
INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 4 OF 4 QUITO 1783

PASS WASHINGTON COMMERCIAL ACTION GROUP

FY 1978 C.C.P. ECUADOR

OFFER CONSIDERABLE OPPORTUNITIES TO U.S. CONSTRUCTION ENGINEERS AND EQUIPMENT SUPPLIERS FOR THE SALE OF SERVICES AND GOODS. IN VIRTUALLY EVERY INSTANCE WE BELIEVE THESE OPPORTUNITIES ARE BEST HANDLED AS A MAJOR PROJECT RATHER THAN AS A CAMPAIGN. FOLLOWING ARE SOME OF THE PROJECTS EXPECTED TO TAKE SHAPE DURING FY 1978 AND THEIR ESTIMATED COST. WE HAVE ASSIGNED THEM THE FOLLOWING PRIORITY ACCORDING

TO THE VALUE OF THE PROJECT AND HOW SERIOUS WE FEEL  
THE GOE IS IN IMPLEMENTING IT:

1. NEW AIRPORTS FOR QUITO AND GUAYAQUIL  
(\$500 MILLION)
2. QUITO-GUAYAQUIL AND QUITO-RIOBAMBA FREE-  
WAYS (\$500 MILLION)
3. FISHING COMPLEX (\$72 MILLION)
4. HYDROELECTRIC AND IRRIGATION PROJECTS  
(\$60 MILLION)

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5. PETROCHEMICAL DEVELOPMENT (BETWEEN \$300  
MILLION AND \$1 BILLION)

ACTIONS TO BE TAKEN:

1. MAKE CALLS ON GOE AGENCIES CHARGED WITH HIGH  
PRIORITY MAJOR INFRASTRUCTURE PROJECTS TO SECURE  
ADVANCE INFORMATION OF POTENTIAL INTEREST TO U.S.  
CONSTRUCTION ENGINEERS AND EQUIPMENT SUPPLIERS:  
SUBMIT "EARLY WARNING" REPORTS AS APPROPRIATE (Q,G).
2. PREPARE A SEMI-ANNUAL SUMMARY IN AIRGRAM FORM OF  
ALL MAJOR PROJECTS THAT CONTINUE TO OFFER OPPORTUNITIES  
TO U.S. FIRMS (Q,G).
3. FOLLOW UP ON SPECIFIC ACTIONS REQUESTED BY U.S.  
FIRMS THAT HAVE SUBMITTED A SERIOUS PROPOSAL IN  
CONNECTION WITH A MAJOR PROJECT (Q,G).
4. CARRY OUT ADDITIONAL ACTIONS CALLED FOR UNDER THE  
MAU WORK PROGRAM. (SEE ANNEX B). (Q,G).

ACTIVITY NO. 2 PRODUCT OPPORTUNITIES PRIORITY 5

PRIMARY RESPONSIBILITY: RICHARD T. HEFFERN (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

DESCRIPTION/ JUSTIFICATION:

ECUADOR'S PETROLEUM REVENUES CAN BE EXPECTED TO CONTINUE  
TO GENERATE EFFECTIVE DEMAND FOR LARGE EQUIPMENT  
PURCHASES FOR PROJECTS IN WHICH THERE IS NO ENGINEERING/  
CONSTRUCTION COMPONENT. THIS INCLUDES MILITARY PURCHASES,  
WHICH ARE EXPECTED TO BE SUBSTANTIAL THROUGH FY 1978.

ELECTRIC GENERATING AND TRANSMISSION PROJECTS WILL  
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PROBABLY PROVIDE THE MOST OPPORTUNITIES IN THE NON-  
MILITARY AREA. ACCORDINGLY THE POST WILL TAKE THE  
FOLLOWING ACTIONS:

ACTIONS TO BE TAKEN:

1. MAINTAIN FREQUENT CONTACTS WITH OFFICIALS OF  
THOSE GOE AGENCIES LIKELY TO MAKE VERY LARGE, ONE-  
TIME EQUIPMENT PURCHASES (Q,G).
2. COORDINATE WITH POST MILITARY LIAISON OFFICE IN  
OBTAINING ADVANCE INFORMATION ON GOE INTEREST IN  
LARGE EQUIPMENT PURCHASES THROUGH CIVILIAN CHANNELS  
(Q).
3. CABLE "EARLY WARNING" REPORTS ON THE ABOVE  
POSSIBLE PURCHASES (Q,G).
4. CARRY OUT ADDITIONAL ACTIONS CALLED FOR IN THE  
MAU WORK PROGRAM (SEE ANNEX B) (Q,G).

ACTIVITY NO. 3 SINGLE COMPANY PROMOTIONS PRIORITY 8

PRIMARY RESPONSIBILITY: RICHARD T. HEFFERN (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

DESCRIPTION/JUSTIFICATION:

EMBASSY QUITO HAS HAD EXPERIENCE IN ARRANGING FOR  
SINGLE COMPANY PROMOTIONS BY U.S. FIRMS AND/OR LOCAL  
AGENTS IN THE EMBASSY AUDITORIUM IN THE FORM OF BOTH  
FILM PRESENTATIONS AND EQUIPMENT EXHIBITIONS. THE  
SUCCESS OF THESE HAVE VARIED, USUALLY ACCORDING TO  
WHETHER THE PRESENTATION WAS MADE IN SPANISH OR NOT.  
AT A MINIMUM, THESE PROMOTIONS HELP THE STAFF OF THE  
COMMERCIAL SECTION KEEP IN TOUCH WITH KEY ECUADOREAN  
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BUSINESSMEN AND GOVERNMENT OFFICIALS.

ACTIONS TO BE TAKEN:

1. PUBLICIZE THE FACT THAT THE POST STANDS READY

TO PROVIDE FOR SUCH SINGLE COMPANY PROMOTIONS (Q,G).

2. REVIEW ALL REQUESTS FOR SUCH HELP, ACCEPTING ONLY THOSE THAT ARE LIKELY TO BE EFFECTIVE PRESENTATIONS AND VEHICLES FOR THE COMMERCIAL STAFF TO MAKE AND RENEW WORTHWHILE BUSINESS CONTACTS.

3. SUPPORT SUCH PRESENTATIONS TO THE MAXIMUM FEASIBLE EXTENT. (Q,G).

ACTIVITY NO. 4 UPGRADING MISSION'S COMMERCIAL PRIORITY 9  
LIBRARY

PRIMARY RESPONSIBILITY: (TO BE DESIGNATED) (QUITO)  
(TO BE DESIGNATED) (GUAYAQUIL)

DESCRIPTION/JUSTIFICATION:

THE POST COMMERCIAL LIBRARIES IN QUITO AND GUAYAQUIL ARE USED EXTENSIVELY BY ECUADOREAN BUSINESSMEN, PRIMARILY TO LOCATE U.S. SUPPLIERS OF EQUIPMENT THEY NEED. TO MAKE THE LIBRARY MORE EFFECTIVE IN THIS REGARD, WE PLAN TO DO THE FOLLOWING:

ACTIONS TO BE TAKEN:

1. BETTER ORGANIZE BOOKS, PRODUCT BROCHURES, AND PERIODICALS ON HAND. MAKE THE MORE IMPORTANT U.S. TRADE PUBLICATIONS MORE VISIBLE TO BUSINESS VISITORS (Q,G).

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2. REVIEW CURRENCY OF MATERIAL ON HAND. ORDER UPDATES OR NEW MATERIAL AS NEEDED (Q,G).  
CORR

NOTE BY OC/T: NOT PASSED ABOVE ADDRESSEE.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 17-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977QUITO01783  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770092-0481  
**Format:** TEL  
**From:** QUITO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770351/aaaabstn.tel  
**Line Count:** 698  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 7db809b7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 13  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 292385, 77 STATE 306708  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 07-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3085363  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** DRAFT OF SECTIONS II, III AND IV OF THE FY 1978 COUNTRY COMMERCIAL PROGRAM FOR ECUADOR  
**TAGS:** BEXP, BENC, EC  
**To:** COM STATE  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/7db809b7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
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